

Contract Agreement Between:

**CONTRACT**

**KHNL**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

<b>Contract / Revision</b> 771320 /		<b>Alt Order #</b>
<b>Product</b> May 23-May 25		
<b>Contract Dates</b> 05/23/12 - 05/25/12		<b>Estimate #</b>
<b>Advertiser</b> Friends of Kirk Caldwell		<b>Original Date / Revision</b> 05/21/12 / 05/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KHNL	<b>Account Executive</b> Nani Liu	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Laird Christianson Advertising**  
**Pauahi Tower**  
**1003 Bishop Street, Suite 900**  
**Honolulu, HI 96813**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 2	KHNL	05/23/12	05/25/12	Hawaii News Now: Sunrise	5a-7a		1:00			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/21/12	05/27/12	--WTF--				2	\$170.00			
N 3	KHNL	05/23/12	05/25/12	NBC Today Show	7a-9a		1:00			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/21/12	05/27/12	--WTF--				2	\$280.00			
<b>Totals</b>											<b>4</b>	<b>\$900.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 - 05/25/12	4	\$900.00	\$765.00	\$36.05	\$801.05
<b>Totals</b>	<b>4</b>	<b>\$900.00</b>	<b>\$765.00</b>	<b>\$36.05</b>	<b>\$801.05</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

KHNL-TV, Honolulu, HI

**Date:**

05/21/2012

I, Page Gaylord,  
being/on behalf of: Kirk Caldwell, a legally  
qualified candidate of the N/A political  
party for the office of: Mayor, City & County of Honolulu  
in the primary  
election to be held on: August 11, 2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
5/21/12 - 5/25/12	Please see attached				

**Total Charges:** \$801.05 Net w/tax

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Kirk Caldwell

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

05/21/2012

Date

X [Signature]

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

# CONTRACT



**KGMB**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

And:

**Laird Christianson Advertising**  
**Pauahi Tower**  
**1003 Bishop Street, Suite 900**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 771315 /		<b>Alt Order #</b>
<b>Product</b> May 22-May 25, 2012		
<b>Contract Dates</b> 05/22/12 - 05/25/12		<b>Estimate #</b>
<b>Advertiser</b> Friends of Kirk Caldwell		<b>Original Date / Revision</b> 05/21/12 / 05/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KGMB	<b>Account Executive</b> Mike Perkins	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
		<b>Total Ratings</b> 7.50
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGMB	05/22/12	05/25/12	HI News: Sunrise 5-8a	5a-8a		1:00				NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/12	05/27/12	-TWTF--				1	\$430.00	2.90			
N 2	KGMB	05/22/12	05/25/12	CBS This Morning	8a-10a		1:00				NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/12	05/27/12	-TWTF--				4	\$50.00	0.90			
N 3	KGMB	05/22/12	05/25/12	HI News: Sunrise EE	430a-5a		1:00				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/12	05/27/12	-TWTF--				5	\$60.00	0.20			
<b>Totals</b>										7.50		10	\$930.00

\*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 - 05/25/12	10	\$930.00	\$790.50	\$37.25	\$827.75
<b>Totals</b>	10	\$930.00	\$790.50	\$37.25	\$827.75

Signature: [Signature] Date: 5/21/12

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## CONTRACT



**KFVE-K5**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-9375**

<b>Contract / Revision</b> 771301 /		<b>Alt Order #</b>
<b>Product</b> 5/22-5/25		
<b>Contract Dates</b> 05/22/12 - 05/25/12		<b>Estimate #</b>
<b>Advertiser</b> Friends of Kirk Caldwell		<b>Original Date / Revision</b> 05/21/12 / 05/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KFVE	<b>Account Executive</b> Lehua Watson	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Laird Christianson Advertising**  
**Pauahi Tower**  
**1003 Bishop Street, Suite 900**  
**Honolulu, HI 96813**

											Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	KFVE	05/22/12	05/25/12	First Business	730a-8a		1:00			NM	0	\$0.00
N 2	KFVE	05/22/12	05/25/12	Hawaii News Now: Sunrise	8a-9a		1:00			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	-TWTF--				4	\$50.00			
Totals											4	\$200.00

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 -05/25/12	4	\$200.00	\$170.00	\$8.01	\$178.01
<b>Totals</b>	<b>4</b>	<b>\$200.00</b>	<b>\$170.00</b>	<b>\$8.01</b>	<b>\$178.01</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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